BATTLETOADS™

INTRODUCTION

BATTLETOADS™

WARTSNALL!

BATTLETOADS™ are wild, wacky, warty and definitely fun to know - three archetypal American adolescents in the guise of seven foot tall toads!

With Professor T. Bird™ at the helm of the spaceship Vulture™, the Battletoads™ - Zitz™, Rash™ and Pimple™ - race to reach the center of the universe ahead of the evil Dark Queen - in an adventure which spans the cosmos, takes you to the very limits of your imagination - and beyond...

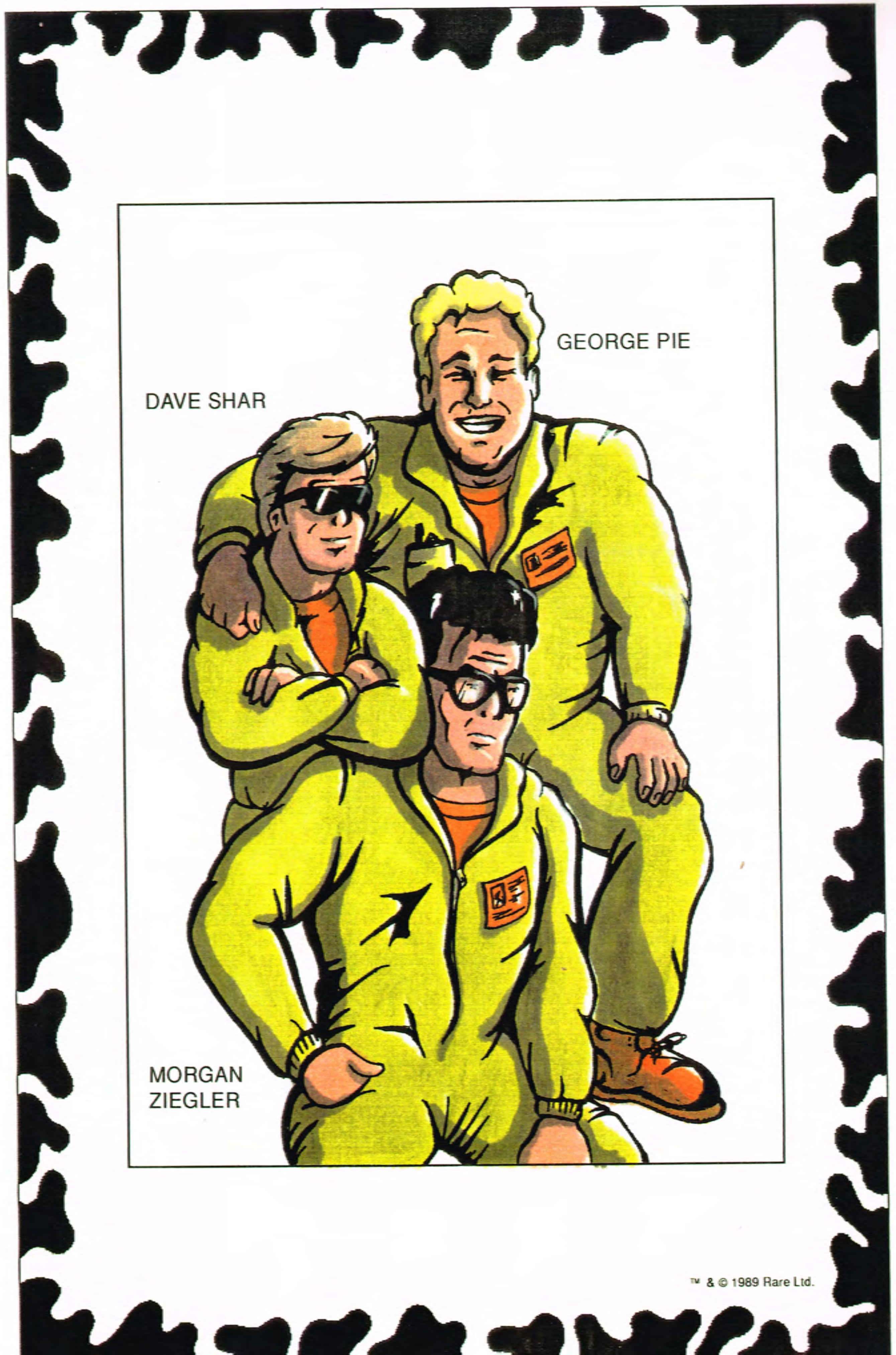
LET'S EAT!

BATTLETOADS™

AN OVERVIEW

BATTLETOADS™ begins with three young guys who make their living as video-game testers for the multi-national corporation Psicone.

They are. . . .



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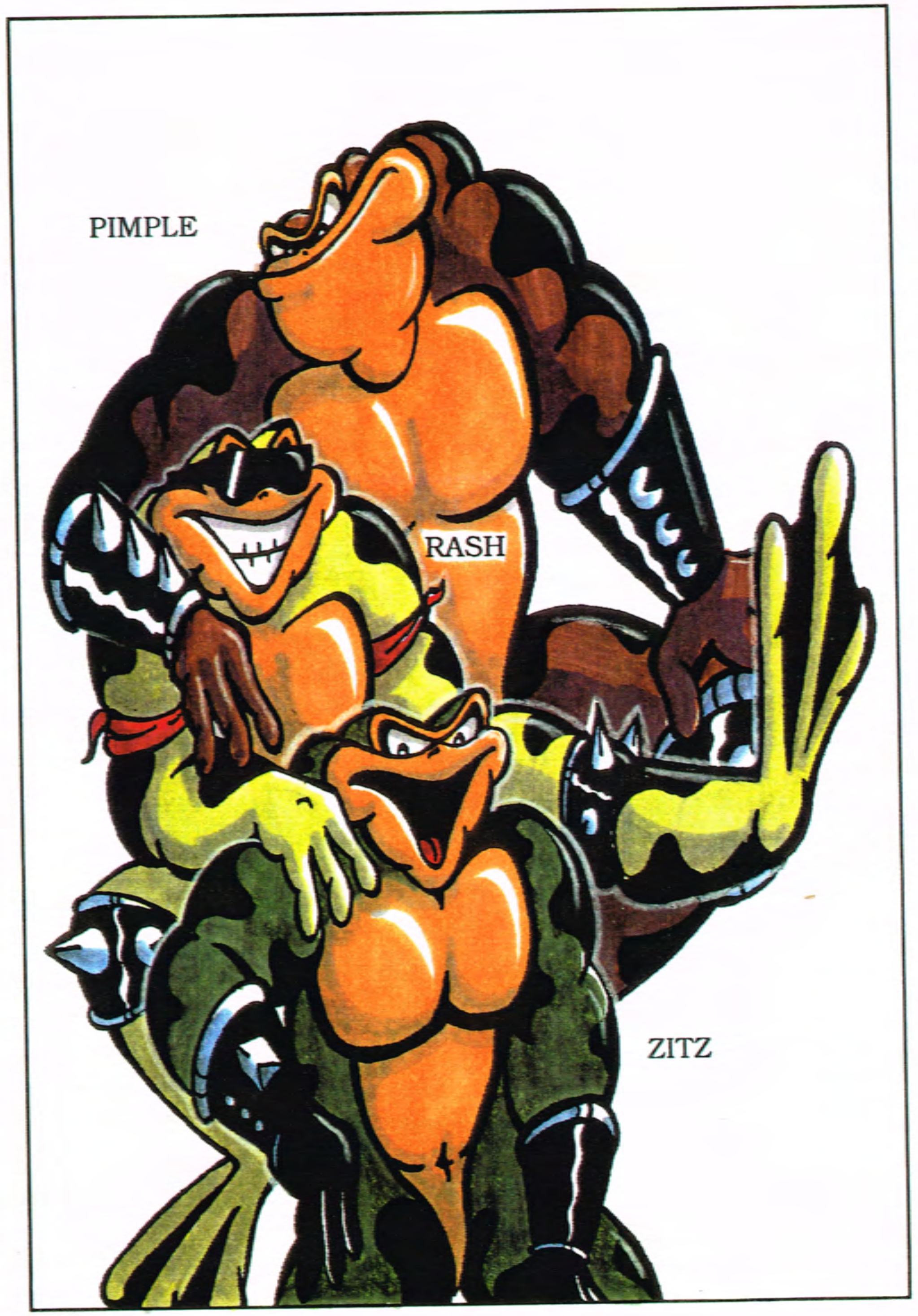
BATTLETOADS™ is just one of the video games that Morgan, Dave and George love to play.

In the game, they take on the individual identities of the BATTLETOADS™ computer-generated characters.



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*But **BATTLETOADS**™ is no ordinary video game.*

__BATTLETOADS__™ is a fully-interactive, 3-dimensional, virtual reality, with the gameplay beamed on to a vast screen for the enjoyment of a select audience.

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We are that audience - watching, while Morgan, Dave and George, in their guises of **Zitz**, **Rash** and **Pimple**, battle their way across the galaxy in pursuit of their arch-enemy, the evil **DARK QUEEN**™. . .

THE DARK QUEEN

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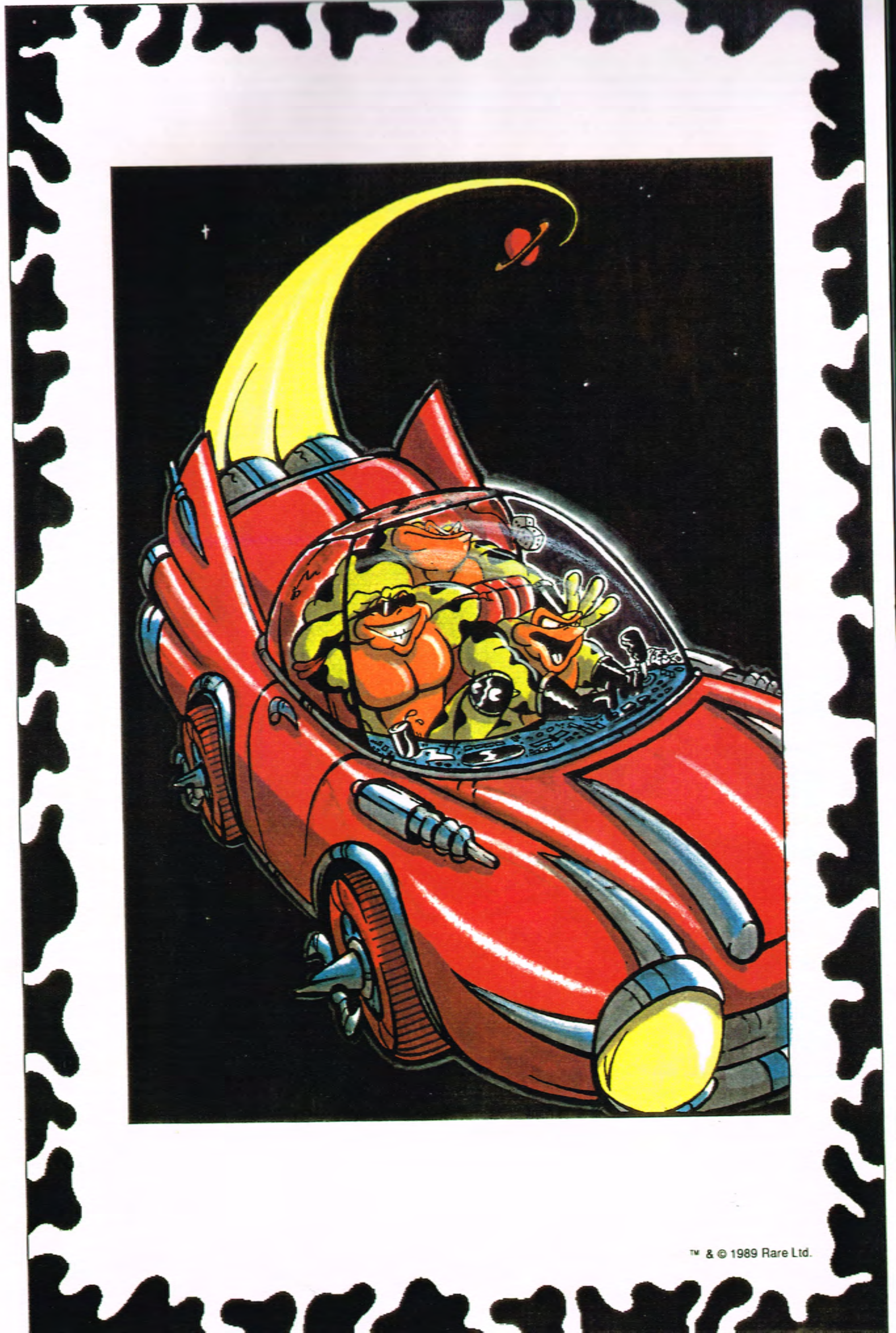
Only someone's put a **virus** *in the BATTLETOADS™ game software – a virus that grows larger as the game progresses, seeping into the minds and bodies – the very DNA – of the three gameplayers. . .*

. . .Until, the games-fantasy of BATTLETOADS™ becomes an extraordinary reality, in a shocking, surprising finale that will have everybody on the edge of their seats. . .



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BATTLETOADS™

PRODUCT PROFILE

BATTLETOADS is a complete package comprising, not only an action-packed novel and screenplay with exciting and amusing characters, but associated products too - including toys, games, teeshirts and novelty merchandise.

BATTLETOADS was created and developed with the youth/teen market in mind and specifically targets the relatively new and rapidly expanding area of video games.

With over 20 million Nintendo games consoles sold in the USA to date and in excess of 50 million Nintendo games cartridges sold every year - video gaming is, by far, American youth's most popular pursuit.

There is a brave, new world to be explored every time you slot your games cartridge into its console or your quarter into an arcade machine. But what would it be like if you could slot yourself into the machine and play the game for **real***?*

BATTLETOADS lets you do just that, taking you across the boundary separating fantasy from reality, into the brave, new, computer-generated world of the **Gamescape**.

The Gamescape is a world where anything can happen - where the timeless battle of good versus evil is fought with a unique mixture of powerful sorcery and high-technology. It is a world that has always existed, but which can only now be visited via the portal of computer data. Programmers hold the key to this portal - a key not of metal but of mathematics - giving us access to the virtual reality beyond the screen; a world of weirdness and wonder, of gigantic games played against a backdrop of galaxies, a world of mystery and magic, frights and fantasy...

New worlds demand new and original heroes - adventurers and explorers to chart the territory and from which its legends and myths are woven - such are the BATTLETOADS; a unique mixture of man, amphibian and computer technology.

The three BATTLETOADS - ZITZ, PIMPLE and RASH - are, as their names suggest, aimed primarily, but not solely, at the male adolescent. The three character types, i.e., Brainy, Brawny and Crazy, give plenty of scope for character identification and, therefore, product loyalty, with the trio representing a gang every kid would love to belong to: a sort of amphibious 'A Team'.

The female slice of the teen market is represented by two other pixel characters: the ubiquitous personification of evil - the DARK QUEEN, and the archetypal virgin - the PRINCESS ANGELICA.

Battletoads, whilst being unique in concept, also contains the most outstanding factors of modern success stories such as 'Star Wars', 'Ghostbusters' and 'Back to the Future'. It also retains the relevant symbols necessary for accessing deeper levels of the psyche, thereby integrating the modern with the arcane-archaic - for it is these symbols which are partly responsible for the success of the above and for the longevity of all such fairytales.

In this way, by combining the unique with the tried and trusted, Battletoads contains all the factors necessary for the creation of a modern myth and a popular cultural success.